



UTEP ATHLETICS
BEST HALF-TIME PROMOTION

"GT BICYCLE AIR SHOW"

The best half-time promotion this past season was the GT Bicycle Air-Show held at one of our men's basketball games. The goal was to find a great entertainment act for our fans to enjoy.

The GT Bicycle Air-Show is a group of bicycle riders who perform acrobatic jumps and flips on the basketball court. The performance lasted for about 6 to 7 minutes and every minute was full of excitement! Highlights of the event included the riders jumping over a group of our cheerleaders, completing a full flip off a ramp and coming to a complete stop within a few feet of our fans. The group also agreed to perform during a time-out in the first half of the game.

The show was great! Evidence was proven by the response at the end of the performance as fans cheered and clapped very loud. Fans praised athletic representatives how much they enjoyed the act at athletic functions later in the week following the game.

The group is out of Phoenix and can be reached by calling (623) 872-7462. The cost of the group was covered in the game sponsor's package.

**FOR QUESTIONS YOU MAY HAVE ABOUT THE "GT BICYCLE AIR-SHOW"
CONTACT**

ROB SENICH
DIRECTOR OF MARKETING
UTEP ATHLETICS
(915) 747-5833

OR JEFF RANK
ASSISTANT DIRECTOR FOR
MARKETING AND PROMOTIONS
UTEP ATHLETICS
(915) 747-6787



*Department of
Intercollegiate
Athletics*

*Marketing &
Promotions*

*Crumbelow Bldg.
Rm. 107
500 W. University
El Paso, Texas
79968-0578
(915) 747-5847
FAX: (915) 747-5441*